

§Appl. No. 10/812,398  
Amdt. dated June 8, 2006  
Reply to Advisory Action of, May 5, 2006

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**Claim 1** (Cancelled)

**Claim 2** (Cancelled)

**Claim 3** (Cancelled)

**Claim 4** (Currently Amended) The bookmark of claim 2 wherein the display surface is circular and the sticker is circular.

**Claim 5** (Previously Presented) The bookmark of claim 4 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the diameter of the display surface wherein the band is exposed as the band extends beneath the display surface.

**Claim 6** (Original) The bookmark of claim 5 wherein when the elastic band is in the relaxed condition it frictionally engages with the inner surfaces of the tubes and the edges of the tubes with a higher frictional force than occurs when the band is relaxed.

**Claim 7** (Previously Presented) A bookmark comprising:

an elastic band having a selected width between two edges and a selected thickness, the elastic band being expandable from a relaxed condition to a stretched condition when placed over a page of a book and over an outside cover of the book;

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a slider mounted on the elastic band, the slider having an outer surface facing away from the elastic band and an inner surface facing toward the elastic band, the outer surface having a rim portion;

an indented display surface on the outer surface of the slider defined by the rim portion, the indented display surface having a width greater than the width of the elastic band;

a sticker adhered to the indented display surface with the rim portion extending around the sticker, the sticker having an image on a front surface thereof and adhesive on a back surface thereof wherein the sticker is secured by the adhesive to the indented display surface;

first and second wings extending from the indented display surface, the first and second wings having flanges thereon which are folded to form first and second tubes for receiving the elastic band therethrough with the elastic band being exposed between the first and second tubes for direct contact with a cover of a book with which the bookmark is used, and

first and second gaps in the first and second tubes, the gaps being between opposed edges of the flanges folded to form the first and second tubes, the gaps each having a width sufficiently large to receive at least one of the edges of the elastic band therethrough when the elastic band is stretched.

**Claim 8 (Previously Presented)** The bookmark of claim 7 wherein the indented display surface is circular and the sticker is circular.

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**Claim 9 (Previously Presented)** The bookmark of claim 8 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.

**Claim 10 (Previously Presented)** The bookmark of claim 9 wherein when the elastic band is in the relaxed condition it frictionally engages with the inner surfaces of the tubes and the edges of the tubes with a higher frictional force than occurs when the band is relaxed.

**Claim 11 (Previously Presented)** The bookmark of claim 7 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.

**Claim 12 (Previously Presented)** The bookmark of claim 11 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.